

Z.C.M.I. Annual May Sale,

ONE WEEK: Commencing MONDAY, MAY 16th.

We take great pleasure in announcing OUR ANNUAL MAY SALE, next week, commencing Monday, May 16th, at 8 a. m., and continuing until Saturday night, May 21st. This great mercantile establishment was created and exists to supply the wants of the people in everything, and during the thirty-five years of our existence our patrons have watched us expand and grow, and have vindicated our liberal policy thousands upon thousands of times. Always the very best at the very lowest possible price consistent with reliable merchandise. Courteous treatment, truthful advertising, money refunded on all goods not satisfactory, and prompt deliveries have played important parts in making this the greatest and most pleasant store in all the West in which to trade.

And the Great Annual May Sale is an event which, each year for ten years past, has been looked forward to with the most pleasant anticipations by practically every careful buyer in this city and vicinity. It is our real "CLEARANCE SALE" of the year and our patrons are given the benefit of the buying opportunities which come to an institution handling over \$4,000,000.00 worth of merchandise per year. Needless to say that our offerings this year are greater and better than ever before—that our reductions of 20 to 50 per cent on household necessities are genuine discounts from regular selling prices and not cuts from inflated prices. Most people have learned that every statement we make is true and in reading the partial list of Bargains published herewith, will readily recognize the fact that no where else can such benefits be derived. To those who are not acquainted with the reliable modern methods of UTAH'S GREATEST DEPARTMENT STORE, we say—"Come and see and ask and know and **SAVE!**"

SILKS AND DRESS GOODS

The confidence in this store built up through the years that we have given fine values and told the truth about them and the knowledge that these are the most desirable Silks and Dress Fabrics today will surely make brisk business in this department.

SILKS.
BLACK PEAU DE SOIE SILK, sells regularly for \$1.50 yard, **90c**
MAY SALE PRICE.
BLACK PEAU DE SOIE SILK, sells regularly for \$1.25 yard, **85c**
MAY SALE PRICE.
BLACK SATIN DUCHESSE, specially made for Ladies' Skirts, regular \$2.25 value, MAY **\$1.35**
SALE PRICE.
36-inch BLACK TAFFETA SILK, extra heavy, guaranteed, regular price \$1.50, MAY **\$1.15**
SALE PRICE.
24-inch BLACK TAFFETA SILK, guaranteed, regular price \$1.25, **85c**
MAY SALE PRICE.
COLORED WASH SILKS, pretty line in dainty stripes and checks, regular price 40c, MAY **25c**
SALE PRICE.
COLORED TROUSERS SILKS, a number of lengths in dress patterns and less, selling from 75c to \$1.00 yard, while they last will go **30c**
at 40c. Robes at one-third off.
Novelty Suit Patterns, worth \$1.50 to \$3.00, at only **50c**.
Dress Patterns, 10c each.
Dress Gowns—Entire Line—One-third off.

Parasols and Umbrellas, Dress Trimmings and Odds and Ends—25 to 50 per cent discount from regular prices.

25 PER CENT LESS.
ON OUR ENTIRE STOCK OF BLACK AND COLORED SILKS, PEAU DE SOIES, SATIN DUCHESSE, INDIAN PLAIDS, CHECKS, STRIPES, CRIMES, CHIMES, PEAU DE CREPES, TAFFETAS, PLAIN AND FIGURED PONGEES, ETC., ETC.

WOOL CHALLIES.
Five lines, large and small patterns, will be reduced 20 PER CENT.
40c Wool Challies, **32c**
50c Wool Challies, **40c**
60c Wool Challies, **50c**
70c Wool Challies, **60c**
A line of very pretty mixtures, all wool, selling regularly at from 50c to 75c, will be closed out at **50c** per yard.

ART DEPARTMENT

One of our most popular departments, and its popularity has been earned by the quality of the goods constantly carried in stock.

A special lot of STAMPED CUSHION COVERS at ONE-HALF regular price.
A special line of handsome BATHING BATHS at ONE-HALF regular price.

JUST ARRIVED: A fine new line of CUSHION COVERS, with the latest and most artistic designs. A regular 50c CUSHION COVER for **35c**.

All STAMPED CUSHION COVERS, LUNCH CLOTHS, DRESSER SCARVES AND LINDENS, ONE-FOURTH their regular price.
All CUSHION COVERS and GIRLIES, BATHING BATHS, EMBROIDERED BRAIDS, RINGS, EMBROIDERED HOOPS, ART TRIMMINGS, CANSAS LINDENS and ART GOODS, not specially mentioned, TWENTY PER CENT REDUCTION.

AB Brannard & Armstrong's and Corbucci Silk Finishes in this sale at per dozen **40c**.

A fine assortment of STAMPED DESIGNS, STAMPED HEAVY STITCHED TRAY CLOTHS, Stamped Hemstitched Squares, regular prices ranging from 25c to 50c. All go during our Great May Sale at ONE-HALF PRICE.

STAMPING AND DESIGNING artistically done in all its branches at reasonable rates.

LESSONS ARE GIVEN FREE to patrons who purchase their material here.

SHOES.

For our great annual May Sale we will give our numerous patrons another great shoe bargain opportunity that they will surely appreciate. All broken lines of shoes must go regardless of cost. Our entire stock to select from at reduced prices for cash.
Men's High Grade Shoes, worth from \$3.00 to \$6.00, sale price, \$1.95 to \$4.25.
Ladies' Fine Shoes, Oxford, Slipper, Etc., regular value \$2.00 to \$6.00, sale price 50c to \$3.85.
Misses' Extra Quality Shoes, regular price \$2.00 to \$3.00, sale price, \$1.25 to \$1.65.
Children's and Infants' Shoes, worth from \$1.00 to \$2.00, sale price, 50c to \$1.25.
Do not miss this very excellent opportunity to get High Grade Shoes at prices within the reach of all.
Positively no sale goods on approval or exchange.

No Goods Sent on Approval.

CLOAKS AND SUITS.

FOR MAY SALE WEEK we present most important items and price concessions.
The very element of the Great Sale—the character of the garments, the season and the liberal reductions in prices—will for this sale the distinction of being the most important which our department has yet presented. Even if you live miles away it will pay you to be here and participate in this grand event.
Ladies' Tailor Made Suits, a Real Reduction of one-third and the greatest stock in the West to select from.
Every Suit New This Season.
Our Entire Line ranging in price from **\$10 to \$125.**

SILK WRAPS.
ONE-THIRD OFF.
OUR ENTIRE LINE of Fine Silk Wraps, 30-inch, three-quarters and full length goods, in black Taffeta and Peau de Soie, Pongee and Mohairs \$30.00 to \$75.00, at May Sale, **ONE-THIRD LESS.**
CHILDREN'S SILK COATS will also be included in the sale, and Children's Reefers will go too. A large line, in ages from 2 to 4 years. **ONE-THIRD OFF.**

CHILDREN'S DRESSES.
Percales, Lawns, Chambrays, Ducks and Gingham.
A NEW LINE just arrived. **20 PER CENT OFF.**

SHIRT WAISTS.
OUR ENTIRE STOCK of Shirt Waists, without reserve or one single exception, will be placed on sale. The largest line you ever looked at. Lawns, Linens, Scrims, Poplins, Madras and Damasks, China Silks, Crepe de Chines, Peau de Soie and Taffetas.
All the late effects and all the new colorings.

AN IMMENSE SHOWING.
A line of FANCY SILK WAISTS at HALF-PRICE.
A line of HEAVY COTTON SHIRT WAISTS at HALF-PRICE.
A line of DAMASK SHIRT WAISTS—white—at HALF-PRICE.
OUR ENTIRE LINE of SHIRT WAISTS—20 PER CENT OFF.

LADIES' SPRING JACKETS.
ONE-THIRD OFF.
Fifty to 100 Jackets in the lot.

PETTICOATS.
All children's in Silk, Mercerized Satens, Lawns, Chambrays, Mohairs, **20 PER CENT OFF.**
KNITTED SHAWLS, 20 PER CENT OFF.
BABIES' CASHMERE CLOAKS, 20 PER CENT OFF.
ALL FUR CLOAKS, HALF-PRICE.
LADIES' WINTER COATS, HALF-PRICE.
CHILDREN'S WINTER COATS, HALF-PRICE.
No Approvals.
No Exchanges.
Alterations Extra.

SEPARATE SKIRTS.
HALF PRICE.
About sixty to seventy-five Dress Skirts and Walking Skirts in Blacks, Browns, Blues, Tans, Grays, and Mixtures, ranging in price from \$5.00 to \$15.00. Will be sold for just \$2.50 to \$7.50.
HALF THE REGULAR PRICE.
RAIN COATS AND TRAVELING COATS.
Don't think of going to St. Louis without one, and buy now when dollars are worth more than at

HOSIERY AND UNDERWEAR.

KNIT UNDERWEAR.
A special lot INFANTS' KNIT BANDS, regularly sold at 10c, Special Price, **5c**.
A slightly better line CHILDREN'S WHITE COTTON UNION SUITS, summer weight. Regular price, 25c. Sale **15c**.
CHILDREN'S FINE RIBBED KNIT UNDER VESTS AND DRAWERS, white, same bargain, at (each piece) **20c**.
A special line of LADIES' FINE KNIT SUMMER UNION SUITS, in white, with high neck and long sleeves, ankle length. Always sold at \$1.00. Sale **75c**.
LADIES' WHITE FANCY RIBBED COTTON SUMMER VESTS, low neck and no sleeves. Regular price, 25c. Sale **10c**.
LADIES' WHITE FANCY RIBBED COTTON SUMMER VESTS, low neck and no sleeves, also low neck and short sleeves. Regular price, 25c. Sale **10c**.
LADIES' FINE WHITE VESTS, high neck and long sleeves, also short sleeves and sleeveless. Regular price, 65c and 75c. Sale **50c**.

Our entire line of Infants' Silk Mull and Swiss Bonnets at ONE-FOURTH regular price.
INFANTS' SOFT SOLE SHOES, SANDALS and BOOTEES, TWENTY PER CENT OFF REGULAR PRICE.
Our entire line of LADIES' SILK FRILL HOSE SUPPORTERS, with satin gored belt, regularly sold at 55c, 75c and \$1.00. All will be sold at ONE-HALF REGULAR PRICE.
ALL OTHER HOSE SUPPORTERS AT TWENTY PER CENT REDUCTION.

any other season. A splendid line— all new. They go in the May Sale at these reductions:
\$12.00 Rain or Traveling **\$9.60**
\$15.00 Rain or Traveling **\$10.80**
\$15.00 Rain or Traveling **\$12.00**
\$17.50 Rain or Traveling **\$14.00**
\$20.00 Rain or Traveling **\$16.00**
\$22.50 Rain or Traveling **\$18.00**
\$25.00 Rain or Traveling **\$20.00**
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Coat for **\$944.00**
Coat for **\$946.00**
Coat for **\$948.00**
Coat for **\$950.00**
Coat for **\$952.00**
Coat for **\$954.00**
Coat for **\$956.00**
Coat for **\$958.00**
Coat for